

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Special Summary Revision of Photo Electoral Rolls with reference to 01-01-2009 as the qualifying date – Payment of bills of Rs.18,55,260-00 to M/s Akshara Advertising, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Andhra Prabha, Hindu, Indian Express and Times of India in daily news papers on 12-12-2008 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No.7222

Dated:26-12-2007

Read the following:-

1. Memo.No.20548-A/441/B.G.III/2008, dt: 17-07-2008 from Finance (BG-III) Dept.,
2. G.A. (Elecs.E) Dept. Lr.No.3909/Elecs.E/A2/2008-12, dt: 01-12-2008.
3. G.A. (Elecs.E) Dept. Lr.No.3909/Elecs.E/A2/2008-15, dt: 10-12-2008.
4. From M/s Akshara Advertising, Hyderabad
Bill No. S/288/08, dt:12-12-2008.
5. G.O.Rt.No.4916, Fin. (Expr.GAD-I) Dept., dt:22-12-2008.

ORDER:

The Government in the Letter 2nd & 3rd read above, M/s Akshara Advertising, Hyderabad have been requested to prepare three difference layouts of the advertisement in English and Telugu by 05-12-2008 for approval and after approval insert the same in all editions of Hindu English Newspaper & Andhra Prabha Telugu News Paper, and in all editions of A.P. of Times of India and New Indian Express English News Paper on 12-12-2008 and also requested to submit bills as per I & PR approved rates. Accordingly, the advertisement was published in all editions of A.P. of Times of India and New Indian Express English News Papers in addition to Hindu and Andhra Prabha on 12-12-2008.

2. In the letter 4th read above, M/s Akshara Advertising, Hyderabad has submitted bills as per approved rates of I & PR Dept., for an amount of Rs.18,89,657-00 as advertisement charges for payment as detailed below:

1) Andhra Prabha (All Edition)	---	Rs. 8,10,810-00
2) Hindu (A.P. Regional Edition)	---	Rs. 5,14,800-00
3) Indian Express (A.P. Edition)	---	Rs. 2,07,900-00
4) Times of India (Hyderabad Edition)	---	Rs. 3,21,750-00

		Rs. 18,55,260-00
12% Service Tax (Central Excise) on		
15% Gross Amount	--	Rs. 33,395-00
2% Cess as per Budget 2007`	--	Rs. 668-00
1% Secondary & Higher Education Cess	--	Rs. 334-00

		Rs.18,89,657-00

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.18,55,260-00 (Rupees Eighteen Lakhs Fifty Five Thousand Two Hundred and Sixty only) towards Publication Charges after excluding Service Tax and Cess.

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4. In view of the above, Government hereby accord sanction for payment of Rs.18,55,260-00 (Rupees Eighteen Lakhs Fifty Five Thousand Two Hundred and Sixty only) to M/s Akshara Advertising, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Andhra Prabha, Hindu, Indian Express and Times of India in daily news papers on 12-12-2008.

5. The expenditure sanctioned in para 4 above shall be debited to **"2015 – Elections – MH 103 Preparation and Printing of Electoral Rolls – SH (04) Assembly and Parliamentary Constituencies – 260 Advertisements, Sales and Publicity Expenses"** and shall be met from the additional funds released vide G.O. 5^h read above.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 4 above, obtain a cheque in favour of "M/s Akshara Advertising, Hyderabad" and forward the same to this Department for taking necessary further action.

7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1st read above.

8. M/s Akshara Advertising, Hyderabad shall pay the Service Tax directly to the Government.

9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.V.SUBBARAO
CHIEF ELECTORAL OFFICER & E.O.
PRINCIPAL SECRETARY TO GOVERNMENT

To
The General Administration (Claims.C) Department
The Pay & Accounts Officer, Hyderabad
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad
The Commissioner of Information & Public Relations, A.P., Hyderabad.

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad
The Accountant General, Andhra Pradesh, Hyderabad.
Finance (Expr.GAD.I/ BG.III) Department.
M/s Akshara Advertising, 11-4-641/A, 1st Floor,
Lane Opp.PTI Building, A.C.Guards, Hyderabad – 500004.
SF/SC.

//forwarded::by order//

SECTION OFFICER